



Embassy of the United States of America

Tokyo, Japan

June 5, 2020

To: All Prospective Quoters

From: Darin A. Phaovisaid, Contracting Officer

Subject: Question and Answer (Q&A) Correspondence No. 1

Reference: Request for Quotations (RFQ) No. 19JA80-20-Q-0677
American Nuts and Dry Fruits On-Line Showcase

In response to questions received in regard to the referenced Request for Quotations, the Contracting Officer is disseminating the following information.

Question 1:

"Could you share more details about the timeline of the campaign? We understand the proposal is due on June 15. Do you know how soon decisions will be made after the deadline to ensure enough time for the chef to develop 8 recipes? We have been told some chefs may require at least 1 month to develop recipes."

Answer 1:

The Embassy plans to award a formal purchase order on or around June 19.

Question 2:

"Related to events timing, is the goal to have all 8 live demonstrations and videos filmed and edited and ready for distribution before the July 22 "Nuts Day"? Or should all 8 live demonstrations air on July 22? Or will they be spaced out (e.g twice a day during the week of July 22, for example)?"

Answer 2:

The 8 live demonstrations classes should be broadcast on a schedule agreed with the ATO: With the first session to be broadcast on July 22, and all others completed within a maximum of two months.

Question 3:

"Could you specify the paper type, materials, and dimensions desired for the recipe cards?"

Answer 3:

The Embassy appreciates your ideas you think is the best for your followers to put in the proposal.

Question 4:

"On whose social media accounts will the live demonstrations be aired? Is the expectation that the chef's will air the live videos via their own SNS? Are there additional live streaming accounts which the Embassy would like aired on?"

Answer 4:

The live demonstrations should be aired on your own or your tie-in social media account.

Question 5:

"Does the 40,000 minimum view count per recipe include live streaming views as well as recorded view counts?"

Answer 5:

Yes.

Question 6:

"Is it possible to develop the recipe videos (pre-recorded) separately from the live show?"

Answer 6:

Yes if you think it is needed.

Question 7:

"What are the expectations of the live show? Will there be guests or other interactive components desired during the live demonstrations? The live demonstration should be attractive to draw viewers' attention during the show time."

Answer 7:

You may arrange a guest or other interactive components if you think it would give us good results.

Question 8:

"Should the same chef developing the recipes also be responsible for the live show? Or is it possible to hire a recipe developer and a separate live demonstrator?"

Answer 8:

It will be your decision for your proposal.

Question 9:

"Will the Embassy request a specific kitchen equipment partner or are we free to find partners (subject to approval)?"

Answer 9:

The quoter/offeree shall find partners, and the Embassy will have final approval.

Question 10:

"Is it possible to modify the prizes to include the actual nuts/dried fruits used in the cooking demonstration, in addition to the recipe cards?"

Answer 10:

The Embassy will try but cannot promise at this point if we will secure the prize nuts and dry fruits. The Embassy will provide nuts and dry fruits for cooking demonstrations.

Question 11:

"Is there a specific theme or angle desired with the recipes? For example, "healthy cooking," or is the desire to showcase diverse uses of American nuts/dried fruits?"

Answer 11:

The Embassy welcomes your ideas. Both "healthy cooking" and "versatility of U.S. nuts and dry fruits" are our basic theme to promote nuts and dry fruits from the U.S.

Question 12:

"Should the 8 recipes cover different meals (e.g. lunch, breakfast, cocktails, dinner, snacks, etc.)?"

Answer 12:

The Embassy welcomes your ideas.

Question 13:

"Is there a specific cultural tradition desired in the recipes? More Western vs American vs. Japanese vs. International, for example."

Answer 13:

The Embassy welcomes your ideas.

Question 14:

"Is there a suggested budget range for the project?"

Answer 14:

The Embassy does not disclose the budget range for the project. Prospective quoters/offerors should review the requirements and terms and conditions included under this RFQ to arrive at their proposed prices.